

Biographical Notes

Thomas W. Hope

SMPTE Governor

Eastern Region

1982–1983



Thomas W. Hope, a consultant, and the publisher of *Hope Reports*, is one of the three SMPTE Governors for the Eastern Region. In 1970, after having served for 16 years as a consultant and market analyst for Eastman Kodak, Hope founded the visual communications market research company known as Hope Reports, Inc., located at 1600 Lyell Ave., Rochester, N.Y.

Hope Reports, Inc., publishes surveys and analyses of the audiovisual market, including special studies on the video medium, slides and computer graphics, as well as the *Quarterly Report*. Hope Reports, Inc., also does private surveys and reports for clients. *Hope Reports* provides forecasts based on extensive statistical surveys.

Awarded the Bronze Star

Hope was born in St. Paul, Minn., attended the University of Minnesota for two years, then attended the Texas College of Mining and Metallurgy (now the University of Texas, El Paso), graduating in 1942. That same year, he joined the U.S. Army Signal Corps, serving as army photo officer with the rank of captain. In 1944, he

was head of the Signal Corps Motion Picture School. Later that year, he was assigned to the European Theater where he went through the Battle of the Bulge. He was awarded the U.S. Army Bronze Star for his photo coverage of this action.

In 1952, he became a consultant on films to the French Republic, under the Marshall Plan, and he established a National Audiovisual Center in Paris.

Launching the Lone Ranger

Before joining Eastman Kodak, Hope was with General Mills, where he established the Film Department, remaining as department manager for eight years. During the years he spent with General Mills, he met his (then) future wife, Mabeth, when she appeared in a film he was directing. Of lesser importance, but with some significance in terms of the future, was the keen interest he acquired in the developing of audiovisual data for use in the work and the budgets for the AV programs produced at General Mills. During that time period, he helped launch the famous "Lone Ranger" television program.

Later, when he had been at Eastman Kodak for about four years, he was asked to develop information on the AV industry — how extensive, its probable future, and other relevant information — as an individual. In effect, he said, he was moonlighting with the encouragement of the management; however, after 12 years, the "labor of love" had become too demanding of time and effort so, instead of giving it up, he left Kodak in 1970 to form his own company. He was warned of the difficulties ahead, but making a valuable and unique contribution to society is, in itself, extremely



Tom Hope chatting with Frank Capra at an SMPTE Conference in Los Angeles.

rewarding, he noted, adding that he has never regretted his decision.

Other Activities

Among Hope's community activities, the Boy Scouts have had an important place for about 54 years — consistently since he was about eight years old. He has the rank of Eagle, is a holder of the Silver Beaver, and is a member of the National Council. He loves outdoor activities and enjoys camping. He has also done much volunteer work for various local and national church organizations.

A member of the SMPTE since 1955, Hope became a Fellow in 1968. He has served on various SMPTE committees and has worked on several conference committees. He has contributed a number of papers to the *SMPTE Journal*, starting with a series of "Interim Reports on Non-theatrical Films" (co-authored with John Flory) published annually in the *SMPTE Journal* from 1961 through 1964. Beginning in 1965, Hope contributed "Market Review, Nonthea-



Hope at work in his backyard.

Thomas B. Keller
SMPTE Governor
Eastern Region
1983-1984



Thomas B. Keller, Senior Vice-President, Department of Science and Technology, National Association of Broadcasters, is an SMPTE Governor, Eastern Region.

The mind-boggling advances in television technology that have taken place during the last 20 years or so, with rapidly increasing acceleration, are closely related to Keller's career. As early as 1954, he was associated with Walter Reed Hospital as project engineer, when medical color television brought an entirely new technique to the practice of medicine. At present, color television for medical communication and education is taken for granted, but when Keller was project engineer at Walter Reed, the eight-camera color television system used for medical communication was a "first."

Keller remained at Walter Reed until 1961, when he went to Boston as director of engineering for the WGBH Educational Foundation, where he remained until 1979. He was responsible for all of the engineering and the technical operation of WGBH, including the construction of two new television stations, WGBX in Boston, and WGBY in Springfield, Mass.

In 1970, Keller was responsible for one of the first electronic field production (EFP) programs ever produced for network release — Jean Shepherd's "America," which consisted of 13 half-hour shows produced

in every state, including Alaska and Hawaii. This series was a pioneer in EFP.

During the Boston years, Keller and his staff developed an early computerized captioning system for the hearing-impaired. The system allowed for high-speed in-picture captioning of programs, such as the late evening broadcast of the "ABC News."

In 1979, Keller accepted the post of director of engineering for the Public Broadcasting Service in Washington, D.C. In addition to continuing his work on captioning for the hearing-impaired, he was also responsible for multichannel video transmission and ultra-high-frequency (UHF) transmitter efficiency improvement.

Keller noted that UHF television broadcasters have been faced with the problem of generating extremely high-power radio frequency (RF) signals to overcome the losses of the UHF system with extremely inefficient transmitter systems. In the past, these systems achieved overall energy efficiency of approximately 10%. With the work that Keller and his staff accomplished at PBS, they were able to double this energy efficiency. With the

trical Films and Audiovisual," continuing until 1969, the year before he established *Hope Reports*.

Continuing the family tradition, his oldest son, Vince, is in the AV field and recently joined the SMPTE.

Hope was asked for a comment on the SMPTE and its place in the world. In reply, he stated:

"Communicating is an essential part of life. From the moment that a baby lets out its first cry to the moment that a dying person utters his last words, each person communicates with oth-

ers. Communications are carried on worldwide through the medium of print and through visual and audio media, and it is obvious that good communications are essential for the well-being of our world. The role of the SMPTE is vital in this rapidly changing world, not only to its members, but to the entire industry and all its ramifications. All of us recognize that one of the Society's most important missions is that of helping the young to become tomorrow's leaders in the world's communications process."

support of NASA and technology developed by NASA for high-powered spacecraft, NAB, PBS, NASA, and Varian Associates have proposed to develop a tube with energy efficiencies in the areas of 55 to 60%.

NAB Science and Technology Department

Keller was appointed head of the NAB Science and Technology Department in 1982. Among the projects for which he is responsible are the operation of the NAB engineering laboratory, TV and microwave allocation, and the reduction of FM interference to TV Channel 6.

He was instrumental in the establishment of the Advanced Television Systems Committee (ATSC) by the JCIC (Joint Committee for Intersociety Coordination), the members of which are the SMPTE, NAB, NCTA, EIA, and IEEE. The JCIC appointed the NAB Science and Technology Department to serve as Secretariat to the ATSC and to act as administrator for the member organizations.

The ATSC was established for the purpose of coordinating the development of voluntary national technical standards for advanced television systems. The work will include systems for the generation, distribution, and reception of improved NTSC, enhanced 525-line, and high-definition television.

In addition to his responsibilities for the ATSC, Keller is Chairman of the EIA BTS Subcommittee on Multichannel Sound. The committee has been charged with the development of standards for multichannel sound, including high-quality stereophonic sound signal; separate audio program channel; and other non-public transmission, such as telemetry, or transmitter remote control.

Keller has been a member of the SMPTE since 1977, serving on various committees, including the New Technology Committee.

Family and Hobbies

Keller and his wife, Jacqueline, have been married for 32 years. They have six children, five boys and one girl. The oldest son, Michael, an electrical engineer, is a member of the SMPTE.

One of Keller's favorite leisure time activities is flying his own plane — a Piper 250 Comanche. He has been licensed as a private pilot for the last 12 years.

Richard K. Schafer
SMPTE Governor
Eastern Region
1982-1983

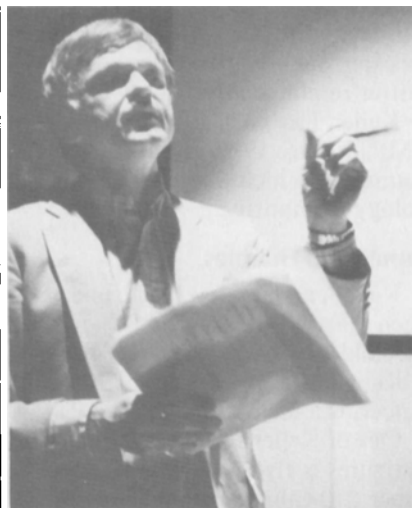
Richard Schafer, Marketing Programs Director, Motion Picture and Audiovisual Markets Division, is an SMPTE Governor for the Eastern Region.

Schafer grew up in Philadelphia. He told us that at a very young age he became involved with film through regular attendance at Saturday matinees — double feature, short subject, serial, newsreel, and cartoon, *all* for 13 cents. He also admitted to having made “stink bombs” out of nitrate-base snapshot negatives, an activity that could be described as an “early involvement with film.”

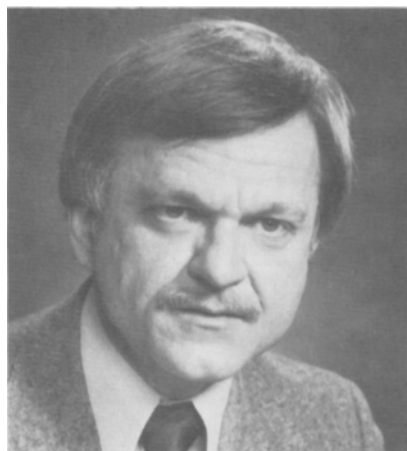
Education and Career

Schafer attended the University of Pennsylvania, graduating in 1958 with the B.A. degree in Physics. During his undergraduate years, he supervised the establishment of the university’s FM educational radio station, WXPB (10 watts radiating from a 30-ft tower “high atop” the hospital building). Also, while still an undergraduate, he worked at WFIL-TV as night supervisor. He recalled that he saw the first use of videotape recording and color video cameras at WFIL.

During summers, Schafer worked at Burroughs Research Center, where he had his first encounter with transistors.



Richard Schafer at the Eastman Kodak exhibit at NAB, Las Vegas, April 1983.



“We viewed them as a ‘three-legged threat to the security of the past,’” he said.

Following graduation from the University of Pennsylvania in 1958, he studied for two years at the University of Rochester.

Schafer’s entire career has been with Eastman Kodak, beginning in 1960 when he became Staff Engineer, Film Testing Division, Kodak Park. He has held various technical posts in the Film Testing Division, including Senior Product Engineer, Motion Picture Films. In 1968, he moved to the Motion Picture and Audio Visual Markets Division as Product Planning Specialist. Other assignments involved product planning and development. He was appointed Coordinator, Motion Picture and Television Markets Development in 1980, and to his present post in 1983.

His work in film product development centered around the Eastman color family of films. He was a key member of the teams that produced such films as Eastman color reversal intermediate film, and the new generation of Eastman color negative films. Much of his activity relates to optimizing the use of film in television applications. Recently, he was instrumental in conceiving and planning the development of Datakode magnetic control surface for incorporating time-code data on motion-picture film products.

SMPTE Activities

Schafer joined the SMPTE in 1964 and was made a Fellow in 1972. He is active in the Rochester Section and has held several offices, including program chairperson, secretary-treasurer, and chairperson.

He was SMPTE Delegate to the Rochester Council of Scientific So-

cieties for two years (1967-1969). He is the author of a number of scientific/technical papers, several of which have been published in the *Journal*.

Family

He is married to Jan Miller, who is Group Sales Marketing Director for the Rochester Philharmonic Orchestra. They have a daughter, Emily Clair Schafer, born September 15, 1982.

Ms. Miller and Schafer agree that sharing homemaking and child-raising responsibilities obviates the concept of leisure; however the couple seems to find some time for the special hobby of restoring old city properties. “We purchased our 75-year-old city home at auction,” Schafer said, “and together we have restored the entire house; at present we are converting the attic into a third-floor studio.”

Schafer’s list of interests (other than his career and the SMPTE) includes “camping, hiking, travelling, wood working, and stained glass crafting.” He added, with some emphasis, “I am the *world’s worst* racquetball player.”

His community activities include organizations supporting youth groups, urban development, and women’s rights.

The Future

When asked for a comment on the SMPTE he said, “I take particular pride in our Society because, in addition to documenting and sharing technical information it plays an active role in influencing and constructively managing the opportunities associated with rapidly evolving technological progress.”

Questioned about what he believed to be the probable future of the industry, at least during the next 10 or 15 years, Schafer said, “Without a doubt, the decade ahead will bring, through technical achievement, more exciting new opportunities for communication and entertainment than have occurred during the last 30 years. I believe these advances will be largely achieved through synergistic melding of many basically diverse disciplines: electronics, optics, magnetics, solid state imaging, chemical imaging, space satellites, and computer techniques. But we must remember, before we get too carried away, as any producer would tell you, the fundamental need has not changed, and that need is, emphatically, a *good script*.”